GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5221
ANSWERED ON:05.04.2017
Film Heritage Mission
Patil Shri Bheemrao Baswanthrao

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government has launched a film condition assessment project under the National Film Heritage Mission;
(b) if so, the details of number of film reels assessed and preserved for future use, as per global standards and funds allocated towards implementation of this project;
(c) whether the Ministry also plans to digitise and restore non-filmic material like posters, photos, song booklets, pamphlets, press clippings, slides/transparencies and glass negatives and if so, the details thereof;
(d) whether the Ministry has also set up a film promotion fund to provide financial aid to the movies (for promotional activities) selected in the competition section of any international film festival, including India's official nomination for the Academy Awards and if so, the details thereof; and
(e) whether the Government is also planning to formulate a national communication and information policy in an effort to enhance access and dissemination of information across the country and if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [(COL RAJYAVARDHAN RATHORE (Retd.)]:
(a) & (b): Ministry of Information and Broadcasting has launched a mission mode project namely 'National Film Heritage Mission (NFHM)' to restore, digitize and archive films and filmic material through National Film Archive of India (NFAI). One of the objectives of NFHM is to undertake film condition assessment of the film collection and to ascertain the left over life of the film.
Under Film Condition Assessment, 1,32,000 film reels are proposed to be assessed and preserved. The activities like preservation, conservation, digitization and restoration of film reels as part of NFHM have started as per global standards. The total approved outlay for NFHM project is Rs.597.41 crore.

(c): A separate activity for digitization of non-filmic material like posters, photos, song booklets, pamphlets, press clippings, slides/transparencies and glass negatives is currently underway at NFAI.
(d): The Ministry has decided to provide financial assistance to filmmakers whose films are selected in competition section of an international film festival of repute or are given India's official nomination for Academy Awards under Foreign Film Category.
Directorate of Film Festivals has been designated as the nodal agency for implementing this activity.
The guidelines and procedure for this scheme has been published on the website of the Ministry of Information and Broadcasting that is http://mib.nic.in/WriteReadData/documents/Film_Promotion_Fund.pdf
(e): During the State Information Ministers' Conference (SIMCON) held on 9-10 December, 2016, it was decided that the Ministry of Information and Broadcasting would formulate a Media Communications Policy to address communication needs. The policy will be formulated and finalized in consultation with States.
Integrating Government communication with development and enabling participation from citizens to improve decision making and implementation of Government programmes will be the aims of the policy.
The broad objectives of the policy are expected to:
i enhance access to information;
ii promote national dialogue on development issues by all citizens;
iii ensure timely, orderly and effective growth and dissemination of Government information.
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